

**CITY OF CORVALLIS**  
**IMAGINE CORVALLIS 2040 STEERING COMMITTEE MINUTES**  
**May 19, 2016**

**Present**

Councilor Penny York  
Councilor Bill Glassmire  
Karisa Boyce  
Dan Brown  
Kerstin Colon  
Brenda Downum-Van Develder  
Laura Lahm-Evenson  
Stacey Mellem  
Jennifer Moore  
Larry Roper  
Deb Rose  
Skip Rung  
Jacque Schreck  
Terri Valiant  
Cooper Whitman  
Susan Capalbo (arrived 5:00 pm)

**Absent**

Councilor Hal Brauner  
Annabelle Jaramillo  
Jonathan Kurten  
Ann Mbacke

**Staff/Consultants**

Mark Shepard, City Manager  
Paul Bilotta, CD Director  
Kevin Young, Planning Manager  
Sarah Johnson, Senior Planner  
Terry Nix, Recorder  
Doug Zenn, HDR Consulting Team  
Cassie Davis, HDR Consulting Team

**SUMMARY OF DISCUSSION**

Agenda Item	Information Only	Actions/Recommendations
Introductions & Agenda Review	X	
Committee Outreach Reports and Updates	X	
Public Comment	X	
Vision Development Overview – Visions, Strategies, Actions and More	X	
Imagine Corvallis 2040 Vision Database Review	X	
Breakout Discussion 1 – Reviewing and Refining Key Vision Ideas	X	
Break – Round Robin Review and Polling on Key Vision Ideas	X	
Breakout Discussion 2 – Reviewing and Refining Key Vision Ideas Foundation	X	
Report Back on Focus Area Results	X	
Next Steps in Visioning Drafting Process	X	
Adjourn		Adjourned at 7:03 p.m.

**CONTENT OF DISCUSSION:**

I. Introductions & Agenda Review

Councilor York welcomed members to the Imagine Corvallis 2040 Steering Committee (ICSC) meeting.

Doug Zenn, HDR Consulting, reviewed the agenda and goals for the meeting.

There was no discussion or action on the April 21, 2015 meeting notes.

II. Committee Outreach Reports and Updates

Committee members shared the following outreach updates:

- Saturday Market outreach was interesting and reached a lot of young families.
- Having the business cards was very helpful
- The personal invitation worked very well.
- A committee member heard from a couple of people who felt constrained by the survey; they had wanted an opportunity to provide information beyond what was requested.
- Other committee members said they received good feedback about the simplicity of the survey and the opportunity to provide meaningful input.

III. Public Comment

Kent Daniels said City Club has been working with City leadership, staff, and the consultants on how to structure the meeting at which information from this process will be shared. The meeting on May 24, at 7:00 p.m., at the Corvallis-Benton County Public Library, will include presentations as well as time for questions and comments.

Joe Raia said he typically finds himself being an advocate for Corvallis; however, today he has two issues to bring up. First, Corvallis was ranked by CBS News as the 20<sup>th</sup> drunkest city in the country. Second, while it's nice to see a new logo for Parks and Recreation, the benches by Riverfront Park are in terrible condition and we need to find the means to get that corrected.

IV. Vision Development Overview – Visions, Strategies, Actions, and More

Mr. Zenn reviewed the visioning process using a wedding cake analogy. The bottom tier is the large data base that has been collected; the top tier will be the final vision statement that comes out of this process. The committee is working on the middle tier, utilizing the collected information to develop a framework from which that top-tier vision statement will be developed.

Over the past several months, the committee has been talking about five areas – strengths of Corvallis, what can be improved, the vision, actions to achieve the vision, and how to measure advances. Using the data base and input from the committee, the consultants have developed draft core vision ideas for each of the six focus areas. There are about 50 focus area vision statements that, once refined, will form the framework for how we organize action items. The focus group vision statements will eventually be melded together to create an overall vision statement of one or two paragraphs.

V. Imagine Corvallis 2040 Vision Database Review

Mr. Zenn said that about 869 people had peeked in on the six surveys and about 1,000 surveys were completed, which is outstanding. The results were added to the data base which is now at 131 pages, the largest data base per capita they have seen at this point in the process. The database includes raw input received at the workshops, written comments, and community surveys, as well as early group interviews and discussions. The consultants swept it for obscenities, personal attacks and inappropriate language, but there wasn't much. They looked for common themes and developed draft core vision ideas for each focus area. In addition, they created a computer-generated word cloud using input from the vision section of the database for each focus area. The most used words across all of the focus areas were "community" and "Corvallis" so those were removed from the word cloud to get at the true themes of each focus area.

VI. Breakout Discussion 1 – Reviewing and Refining Key Vision Ideas

Committee members broke out into small groups to review the draft core vision ideas for each focus area. Mr. Zenn noted that the themes were pulled directly from the data base and committee members were asked to fine-tune the language and provide input on anything that might be missing or incorrect. Consultants and staff circulated among the tables to provide clarification and assistance.

VII. Break – Round Robin Review and Polling on Key Vision Ideas

Committee members circulated among other small group tables to share information.

VIII. Breakout Discussion 2 – Reviewing and Refining Key Vision Ideas Foundation

Committee members rejoined their tables to continue reviewing and refining key vision ideas.

IX. Report Back on Focus Area Results

Each group provided the results of their focus area review and recommendations, including the following:

*Learn and Thrive*

- The umbrella vision should read "Equitable, Accessible Health Care and Education: Balanced, high-level personal and community health and well-being that is reflected in opportunities for learning and growth, accessibility and engagement, support and inclusion, and results in all residents utilizing and benefiting from the community resources needed to promote their personal thriving."

*Create and Celebrate*

- Drop the core vision idea related to Da Vinci Days because it is more suited as an action item.
- Change "residents" and "citizens" to "community members" across all of the focus areas.
- Additional wording changes were provided in writing for the consultants.

*Engage and Support*

- Some version of the core vision idea related to Diversity, Equity & Inclusion should be the umbrella statement.
- The core vision idea related to Small Town Culture & Change should be revised to state that Corvallis *values* its small town culture and quality of life. The group discussed the tension between continuity and change and trying to find a balance between the two.
- The core vision idea related to Community Affordability should be revised by deleting reference to the “shrinking middle class” and adding something about people who work in the community being able to afford to live here.
- The core vision related to Community Values & Vision reads like it is only about land use. It should be revised to read “Corvallis respects and considers core values of all community members in all planning and decisions for the long-term future.”

#### *Steward and Sustain*

- Core vision idea 1 should be changed to “Sustainable, Climate Neutral City: Corvallis is an environmentally sustainable, climate-neutral city with broad citizen awareness and action addressing climate change and its many impacts.”
- Core vision idea 2 should include language about water resources and diversity.
- Core vision idea 4 should emphasize strengthening local communities through neighborhood emergency preparedness more than individual preparedness.
- Additional wording changes were noted in materials provided to the consultant.

#### *Plan and Change*

- The core vision idea related to Complete City & Compact Urban Footprint should be the umbrella statement but it needs additional definition.
- Core vision idea 2 should be revised to address comments from people who felt the land use process needs to be streamlined.
- Core vision idea 3 should include mention of maintaining parks. The comments have not been so much that there is a lack of parks but that there is not enough funding to maintain what we do have.
- Core vision idea 4 should be revised by changing “affordable housing” to “workforce housing”. The term “accelerates” should be changed as well.
- Core vision idea 5 should be reworked because traditional neighborhoods in Corvallis have been single family housing which doesn’t fit with the goal of affordable housing and mixed use. Strike the term “marginal” which is undefined and doesn’t fit in Corvallis.
- Core vision ideas 6 and 7 both relate to transportation and could be combined.
- Core vision idea 8 needs clarity regarding what is meant by integrating OSU into downtown.

#### *Innovate and Prosper*

- The group recommended adding a theme related to the fact that the university and the technology companies and other businesses in Corvallis are globally connected.
- Core vision idea 1 should be revised to say “Economic Diversity and Innovation: Corvallis has a vibrant, diverse economy focused on a wide range of companies and

- businesses that are environmentally responsible and involved in the community at the same time that they serve customers all over the world.”
- A new core vision idea was recommended – “Global Impact and Reciprocal Benefit: Corvallis has significant global impacts; attracts industries, human talent, and services that support these global opportunities; and connects with scholarly research and ethnic diversity that OSU brings to our community.”
  - Additional wording tweaks were provided in writing.

X. Next Steps in Vision Drafting Process

Mr. Zenn asked that each focus group leave a master copy of their comments and recommended changes, along with contact information in case there are questions. The revised drafts will be sent to committee members on Saturday, and any major concerns should be communicated by Sunday for inclusion in materials that will be presented to City Club on Tuesday, May 24. The vetting of the draft vision statements will begin at City Club, and will provide a nice framework to start adding action items under each focus area. This will all come back to the committee before being taken out to the public over the summer for input and prioritization.

Committee members said it is important to be clear that this is still a very rough draft, and to provide information to the community about next steps and additional opportunities for input.

XI. Adjourn

The meeting was adjourned at 7:03 p.m.